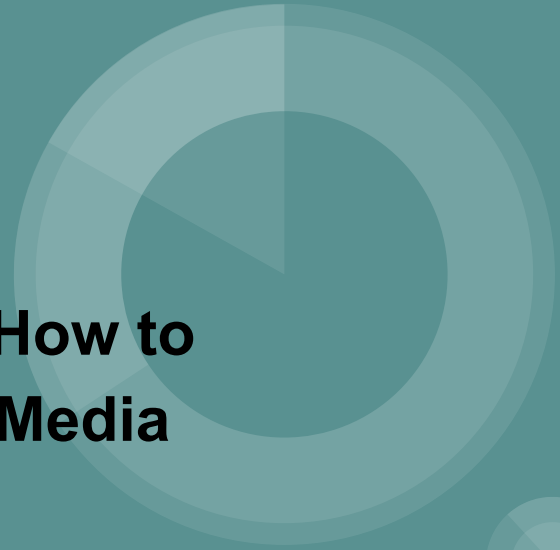


# **Level Up Your Social: How to Perform a Free Social Media Audit in New Zealand**





Feeling like your social media presence isn't quite hitting the mark? In New Zealand's bustling digital landscape, a strong social media game is crucial for connecting with your audience, building brand awareness, and driving business. But how do you know what's working and what's not? The answer lies in a **social media audit**. And the best part? You can do a comprehensive one for free!



A social media audit is essentially a health check for your social channels. It helps you assess your current performance, identify strengths and weaknesses, and uncover opportunities for growth. Ready to give your social media a boost? Let's dive into how to perform your own free social media audit.



## Why Bother with a Free Social Media Audit?

Even if you're a small business or a solo entrepreneur, an audit is invaluable. Here's why it's worth your time:

- **Identify Your Top Performers:** Discover which content types, posts, or platforms are genuinely resonating with your Kiwi audience.
- **Spot Underperforming Areas:** Pinpoint what's not working, so you can stop wasting time and resources on ineffective strategies.
- **Understand Your Audience Better:** Gain insights into who's engaging with your content and what they care about.
- **Optimise Your Strategy:** Use data-driven insights to refine your social media goals and tactics.
- **Stay Ahead of the Competition:** See what your competitors in New Zealand are doing well (and not so well).
- **Clean Up Your Presence:** Remove outdated information, inconsistent branding, or inactive accounts.



## Step 1: List All Your Social Media Accounts

Start by listing every single social media platform your business has a presence on, even if it's inactive. This includes:

- Facebook Pages and Groups
- Instagram Profiles
- LinkedIn Company Pages and Personal Profiles (if used for business)
- X (formerly Twitter)
- TikTok
- YouTube Channels
- Pinterest
- Any other platform you've ever set up.

**Tip:** Check for old accounts that might be dormant or forgotten. These can sometimes confuse customers.



## Step 2: Verify and Optimise Your Profiles

For each active account, ask yourself:

- **Is the branding consistent?** This means profile pictures, cover photos, and overall visual style should match your website and other marketing materials.
- **Is your "About Us" section complete and up-to-date?** Include your business name, contact info, website, and a clear, concise description of what you do. Make sure your physical address is correct if you have one in New Zealand.
- **Are your links working?** Check all website links, contact links, and other social media links.
- **Is your contact information easily visible?** Make it simple for potential customers to reach you.
- **Are you using relevant keywords in your bio/description?** This helps with discoverability.



### Step 3: Dive into Your Analytics (Insights)

This is where the magic happens. Every major social media platform provides free analytics (often called "Insights" or "Analytics"). Focus on the past 3-6 months.

- **Reach & Impressions:** How many unique users (reach) saw your content, and how many times was it displayed (impressions)? Look for trends.
- **Engagement Rate:** This is crucial! It's the percentage of your audience that interacts with your content (likes, comments, shares, saves). High engagement shows your content resonates.
- **Top-Performing Posts:** Identify which posts got the most reach and engagement. What did they have in common (e.g., video, questions, behind-the-scenes)?
- **Audience Demographics:** Who is following you (age, gender, location in NZ, interests)? Does this match your target audience?
- **Best Times to Post:** When is your audience most active and engaged?
- **Follower Growth:** Are you gaining or losing followers? Why?

**Tip:** Download the data if the platform allows. This lets you compare and track over time in a spreadsheet.



## What to Do After Your Audit: Action Time!

Performing a [free social media audit](#) is a powerful way to gain clarity and direction for your online presence. It helps you understand your New Zealand audience better, refine your content, and ultimately, boost your brand's visibility and engagement. So, what are you waiting for? Dive into your social media insights today and start levelling up your social game!